



**HIGH POINT UNIVERSITY POLL  
MEMO RELEASE 3/29/2018 (UPDATE)**

<b>ELEMENTS</b>	<b>DETAILS</b>
Population represented	Adults in North Carolina.
Sample size	402 Adults in North Carolina (336 self-identified registered voters).
Mode of data collection	Telephone (landline and cellular telephones). Interviews conducted in English.
Type of sample (probability/non-probability)	Probability, using RDD samples of landline and cellular telephones generated by Survey Sampling International. Landline respondents were randomly selected within household by asking to speak with the person age 18 or older who has had the most recent birthday.
Start and end dates of data collection	March 19 – 26, 2018
Margin of sampling error for total sample	Approximately 4.9 percentage points for the all adult sample. Approximately 5.3 percentage points for the registered voter sample. The margin of error is not adjusted for sample weights.
Are the data weighted?	Yes, relative to U.S. Census (2015 American Community Survey and Population Estimates Program) estimates for age, race, education, and gender; and CDC estimates for phone usage (cell only, landline only, or both).
Survey sponsor and funded by	High Point University Survey Research Center, High Point, NC.
Survey/Data collection supplier	High Point University Survey Research Center. The Center is located on the High Point University campus. Student interviewers staff the 42 stations equipped with WinCati computer assisted telephone interviewing systems.
Contact for more information	<p>Martin J. Kifer            Director, High Point University Survey Research Center            336-841-9333  <a href="mailto:mkifer@highpoint.edu">mkifer@highpoint.edu</a></p> <p>Brian McDonald            Associate Director            336-841-9651  <a href="mailto:bmcdonal@highpoint.edu">bmcdonal@highpoint.edu</a></p>

Attached is the full text of survey questions our interviewers asked. Interested parties can access results from the survey at <http://www.highpoint.edu/src> and should contact the Director of the Survey Research Center for additional information.

*Survey questions:* Below are questions the Survey Research Center fielded for this study. They represent the text as read by the interviewers, plus options that appeared to interviewers but were not offered to respondents (in parentheses). Percentages may not add to 100 because of rounding. Percentages less than one percent are denoted with a \*

*Registered Voter Screening*

These days, many people are so busy they can't find time to register to vote, or move around so often they don't get a chance to re-register. Are you **NOW** registered to vote in your precinct or election district or haven't you been able to register so far?

	All Adults	Registered Voters
Yes	86	100
No	12	0
(Don't know)	1	0
	n=402	n=336

Are you absolutely certain that you are registered to vote or is there a chance that your registration has lapsed because you moved or some other reason?

	All Adults	Registered Voters
Yes, absolutely certain	97	100
Chance registration has lapsed	3	0
No, not registered	*	0
(Don't know)	*	0
	n=347	n=336

On November 8<sup>th</sup>, 2016, North Carolina held its general election for President, U.S. Senate, U.S. House of Representatives and other offices. Did you vote or were you unable to vote for some reason?

	All Adults	Registered Voters
Yes	89	89
No	11	11
(Don't know)	1	1
	n=336	n=336

*Direction of Country and Approval Ratings*

Do you think things in this country are generally going in the right direction or do you feel things have gotten pretty seriously off on the wrong track? (Right direction/wrong track randomized)

	All Adults	Registered Voters
Right direction	28	29
Wrong track	64	62
(Don't know/Refused)	8	8
	n=402	n=336

Do you approve or disapprove of the way that Donald Trump is handling his job as president? (Approve/disapprove order randomized)

	All Adults	Registered Voters
Approve	40	41
Disapprove	50	49
(Don't know/Refused)	11	10
	n=402	n=336

If the elections for U.S. Congress were being held TODAY, would you vote for the "Republican Party's candidate" OR the "Democratic Party's candidate" for Congress in your district? (Party order randomized)

	All Adults	Registered Voters
Republican candidate	35	35
Democratic candidate	41	42
(Other)	4	5
(Don't know/Undecided/Refused)	19	18
	n=402	n=336

If the elections for North Carolina's House of Representatives were being held TODAY, would you vote for the "Republican Party's candidate" OR the "Democratic Party's candidate" for Congress in your district? (Party order randomized)

	All Adults	Registered Voters
Republican candidate	35	35
Democratic candidate	40	41
(Other)	4	4
(Don't know/Undecided/Refused)	21	20
	n=402	n=336

If the elections for North Carolina Senate were being held TODAY, would you vote for the "Republican Party's candidate" OR the "Democratic Party's candidate" for Congress in your district? (Party order randomized)

	All Adults	Registered Voters
Republican candidate	37	36
Democratic candidate	40	41
(Other)	4	4
(Don't know/Undecided/Refused)	19	19
	n=402	n=336

### *Sports and Athletics*

How closely are you following the men's NCAA Division I basketball tournament also called March Madness? Would you say extremely closely, very closely, somewhat closely, or not at all closely?

	All Adults	Registered Voters
Extremely closely	12	13
Very closely	8	9
Somewhat closely	24	23
Not at all closely	56	56
(Don't know/Refused)	1	*
	n=402	n=336

Would you say that the media pays too much, too little, or about the right amount of attention to the men's Division I NCAA basketball tournament also called March Madness?

	All Adults	Registered Voters
Too much	36	36
About the right amount	46	47
Too little	4	4
(Don't know/Refused)	14	14
	n=402	n=336

Top college and university men's football and basketball programs bring in a lot of money to their schools from television, merchandising, endorsements, and alumni support. Do you think student athletes in these programs should be paid for the hours they are required to spend practicing, traveling, and playing on the team, OR should not be paid given the value of their athletic scholarship and a chance to earn a college degree?

	All Adults	Registered Voters
Should be paid	36	37
Should not be paid	58	58
(Don't know/Refused)	7	6
	n=402	n=336

### *Demographics*

Do you consider yourself to be of Hispanic, Latino, or Spanish origin?

	All Adults	Registered Voters
Yes	4	3
No	96	96
(Don't know/Refused)	1	1
	n=402	n=336

What racial or ethnic group best describes you?

	All Adults	Registered Voters
African-American or Black	20	20
White or Caucasian	72	75
Native American	2	1
Asian	1	1
(Multiple or Other)	4	3
(Don't know/Refused)	1	1
	n=402	n=336

What is the last year of schooling you have completed?

	All Adults	Registered Voters
(1-11 <sup>th</sup> grade)	9	9
(High school graduate)	27	28
(Some college)	35	34
(College graduate)	18	18
(Graduate school)	11	11
(Don't know/ Refused)	1	1
	n=402	n=336

Would you please stop me when I read the correct category for your total household income?

	All Adults	Registered Voters
25 thousand dollars or less	15	13
25 to 50 thousand dollars	23	23
50 to 75 thousand dollars	19	18
75 to 100 thousand dollars	13	14
100 to 150 thousand dollars	8	9
150 to 250 thousand dollars	5	5
More than 250 thousand dollars	3	3
(Don't know/Refused)	15	14
	n=402	n=336

Do you have a gun in your home?

	All Adults	Registered Voters
Yes	51	54
No	44	41
(Don't know/Refused)	5	5
	n=402	n=336

How often do you attend worship services? Would you say never, a few times a year, a few times a month, almost every week, every week, or more than once a week?

	All Adults	Registered Voters
Never	22	21
A few times a year	22	20
A few times a month	17	17
Almost every week	10	10
Every week	15	17
More than once a week	13	13
(Don't know/Refused)	2	3
	n=402	n=336

Would you describe yourself as a "born again" or evangelical Christian, or not?

	All Adults	Registered Voters
Yes	49	50
No	47	45
(Don't know/Refused)	4	5
	n=402	n=336

In politics today, do you generally consider yourself as a Republican, a Democrat, or what?

	All Adults	Registered Voters
Democrat	34	35
Republican	33	35
(Independent/unaffiliated)	26	24
(Other)	3	3
(Don't know/Refused)	4	3
	n=402	n=336

Thinking about politics today, do you generally consider yourself to be very conservative, somewhat conservative, moderate, somewhat liberal, or very liberal?

	All Adults	Registered Voters
Very conservative	14	17
Somewhat conservative	28	26
Moderate	31	30
Somewhat liberal	15	15
Very liberal	7	8
(Other)	1	1
(Don't know/Refused)	5	5
	n=402	n=336

How would you best describe your current relationship status?

	All Adults	Registered Voters
Single	37	34
Engaged	4	4
Living with significant other	5	4
Married	45	49
Widowed	8	7
(Don't know/Refused)	2	2
	n=402	n=336

Gender

	All Adults	Registered Voters
Male	49	50
Female	51	50
	n=402	n=336

Age (Calculated using birth year)

In what year were you born?

	All Adults	Registered Voters
18 - 24	12	11
25 - 34	16	13
35 - 44	20	21
45 - 54	18	19
55 - 64	16	18
65 and older	18	19
	n=402	n=336